

### **REMARKS**

Applicant hereby requests further consideration of the application in view of the amendments above and the comments that follow.

### **Status of the Claims**

The application as filed included 84 claims. According to the enclosed Office Action, Claims 1-84 were examined. Claims 1-84 stand rejected under Section 102(b) as being anticipated by Items U1-X7 cited in PTO-892 (collectively referred to herein as "Superpages").

### **The Rejections under Section 102**

Claim 1 has been amended to recite:

1. A method for receiving an order for a listing of a business in a business directory, the method comprising:  
providing a Web site accessible by a customer;  
displaying at the Web site a list of available optional listing enhancements;  
receiving a request from the customer at the Web site to include in the listing of the business in the business directory at least one optional listing enhancement from the list of available optional listing enhancements; and  
receiving a request from the customer at the Web site to place the order for the listing of the business in the business directory, including the at least one optional listing enhancement requested by the customer.

Applicant's invention derives from the determination by Applicant that there may be certain customers who can be effectively reached and transacted with via a Web site and who may wish to buy business directory listings with optional enhancements, and that orders for at least certain optional enhancements can be effectively received via a Web site. Such customers may be customers that are difficult to reach using traditional sales methods and mechanisms and/or customers that cannot be cost-effectively sold to using traditional sales methods and mechanisms.

The Action contends that Superpages discloses a method including providing a Web site accessible by a customer and receiving a request from the customer at the Web site to place the order for a listing of a business in a business directory. As best understood, the Action contends that this disclosure is inherent in the menu option "Buy Ads Online" found in Item U1 of Superpages. The Action further contends that the steps of displaying at the Web site a list of available optional listing enhancements and receiving from the customer at the Web site a selection of at least one optional listing enhancement are disclosed by Superpages in Items U1, V2, W2, X2, U3, W3, U4 and W4.

However, the cited Items do not teach or suggest a method as claimed and, in fact, appear to contemplate only very different methods of interacting with a customer. While Items U1 and V1 include the menu option "Buy Ads Online", no further pages are provided by the Action to indicate what options or functions are provided or initiated when the customer selects the "Buy Ads Online" option. Traditionally, listing enhancements have been offered to customers through direct interactions or negotiations with sales representatives of the business directory offeror. Thus, it may be expected that the "Buy Ads Online" option merely allows the customer to buy a basic ad online, and any enhancements can only be ordered by interfacing with a sales representative offline.

The foregoing expected limitation on the "Buy Ads Online" menu option is evidenced and supported by the Items cited by the Action in support of the rejection. Notably, each of Items V2, W2, X2, U3, W3, U4 and W4 is a Web page extended from the menu option (on the Web page of Item U1) "Advertise with Us", not the "Buy Ads Online" menu option. Each of Items V2, W2, X2, U3, U4 and W4<sup>1</sup> ends with the text/link: "Click here for Options to Order and to contact us for pricing." Item U2 (the apparent main Web page for the "Advertise with Us" menu option) recites "Options to Order Now Include: A. Online Inquiry... B. Phone... C. Contact Your Local Verizon Sales Rep...." (See Item U2 at page 2)<sup>2</sup>. Based on the map listed at the top of Item V3<sup>3</sup>, it appears that the Web page of Item V3

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<sup>1</sup> Other than the side menu options, Item W3 only provides the options to "Click here to see how your business would appear in the Yellow Pages with..."

<sup>2</sup> It appears that these same contact options are listed on the left side menu of each of these Web pages.

is provided in response to selection of the "Online Inquiry" option of Items V2, W2, X2, U3, U4 and W4 by the customer. Item V3, however, only provides a form for the customer to fill in and submit to Verizon to request that Verizon call the customer or mail the customer more information. Thus, Superpages does not appear to contemplate enabling the customer to request an optional listing enhancement at the Web site or order a listing including such an optional listing enhancement at the Web site.

In view of the foregoing, Applicant respectfully submits that Claim 1 as amended is allowable over the cited art. Claims 2-4 and 6-28 depend from Claim 1 as amended and are therefore allowable as well for at least these reasons.

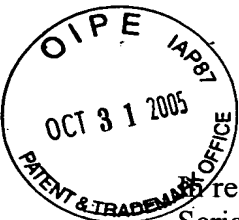
Claim 29 (system for receiving an order for a listing of a business in a business directory) and Claim 57 (computer program product for receiving an order for a listing of a business in a business directory) have been amended similarly to Claim 1 and are distinguishable from the cited art for the reasons set forth above. Claims 30-32 and 34-56 and Claims 57-60 and 62-84 depend from Claims 29 and 57, respectively, and are therefore allowable as well for at least these reasons.

At least certain of the dependent claims are further patentably distinguishable from the cited art. Claim 16 depends from Claim 1 and further recites "receiving billing information from the customer at the Web site." The Action contends that Items U1 and V3 disclose this step. However, the Web page of Item U1 is only configured to receive search request information, and the Web page of Item V3 is only configured to receive contact information to enable contact by an agent. Claims 24, 44, 52, 72 and 80 include the same or similar recitations as Claim 16 and are therefore further distinguishable from the cited art for these reasons as well.

Claim 17 depends from Claim 1 and further recites "generating a price quote for the business listing ordered by the customer and displaying the price quote to the customer at the Web site." The Action contends that Items U1, U2, V2, U3 and W4 disclose this step. However, no price quote is apparent in U1, U2 or V2. The only pricing information displayed in U3 and W4 is for a given feature or a Web site, not for a business listing

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<sup>3</sup> That is, "Home -> Advertise with Us -> Online Inquiry".



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configured and ordered by a customer. Claims 24, 45, 52, 73 and 80 include the same or similar recitations as Claim 17 and are therefore further distinguishable from the cited art for these reasons as well.

Claim 18 depends from Claim 17 and further recites "wherein the step of generating the price quote includes calculating the price quote based on features requested by the customer to be included in the business listing." The Action contends that Items U1, U2, V2, U3 and W4 disclose this step. However, no calculation of a price quote is evident from the Web pages of Items U1, U2, V2, U3 and W4. Claims 24, 46, 52, 74 and 80 include the same or similar recitations as Claim 18 and are therefore further distinguishable from the cited art for these reasons as well.

#### CONCLUSION

Applicant respectfully submits that this application is now in condition for allowance, which action is requested. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,

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